St. Lideta Health and Business College

Department of Pharmacy

Pharmaceutical Marketing and Promotion

Course Outline

Course Name: Pharmaceutical Marketing and Promotion

Course code: Phar 4214

Module Name: Social and administrative pharmacy module

Module Code: Phar-M4211

Course ECTS: 3

Year/Semester Course: Year IV Semester II

Course prerequisite/s: None

Course description: This course will discuss on pharmaceutical marketing principles, environment and practice. The pharmaceutical marketing area will be covered from its history and development through the vast array of environmental forces and to the marketing mixes, known as the 4Ps. The 4Ps, considered as vital elements of pharmaceutical marketing include product development, pricing, place and promotion strategies. Due emphasis will be made to the promotion practice to reflect local contexts. Case studies will be used to illustrate the concepts.

Course objectives :

After completion of this course, students will be able to

- Apply the principles and concepts of pharmaceutical marketing in the pharmaceutical service delivery
- Integrate pharmaceutical marketing practice with the professional ethics as per the Ethiopian national guidelines
- Apply effective communication skill in the pharmaceutical service delivery
- Employ integrated pharmaceutical distribution networking and inventory management skills

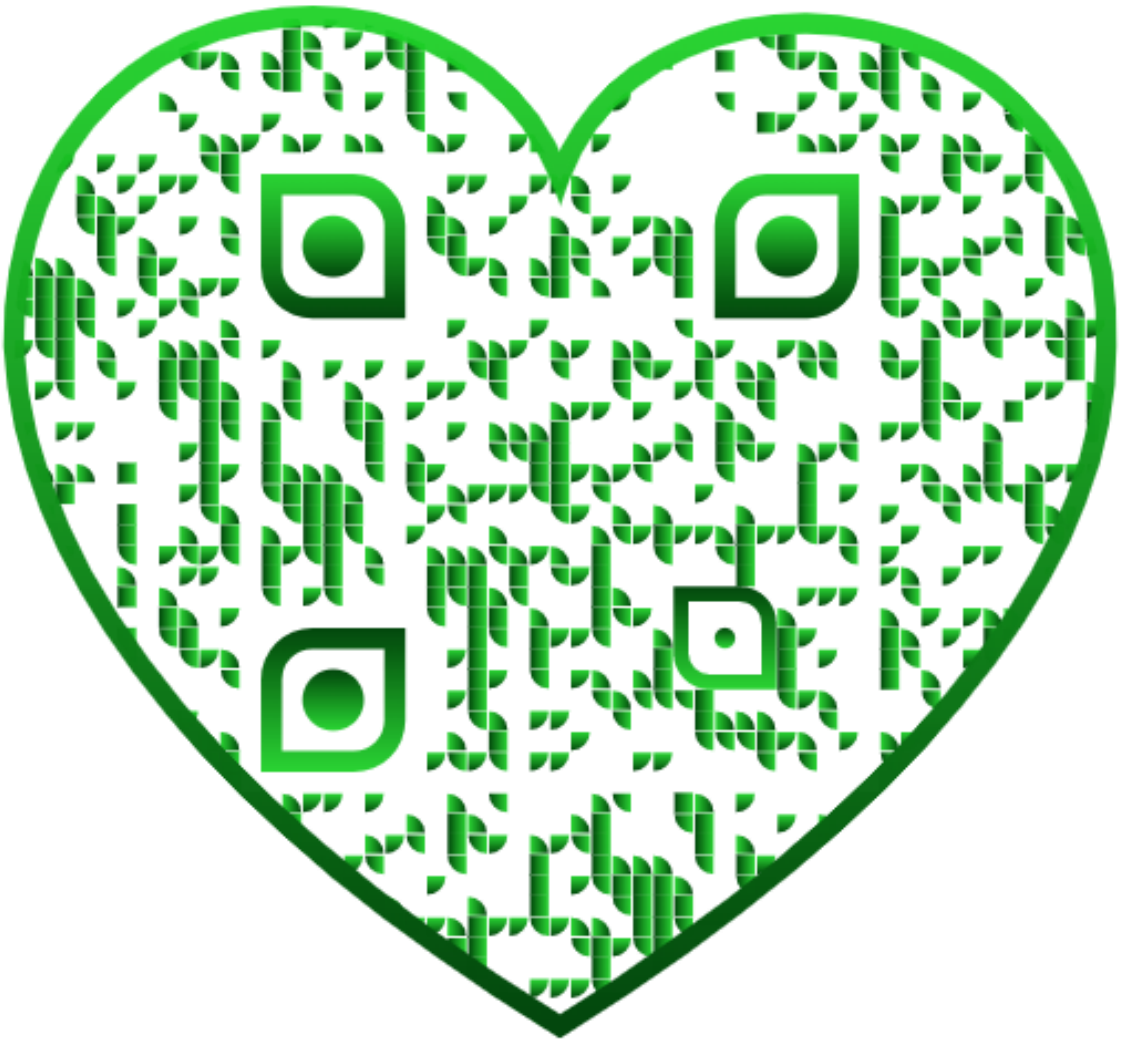
Course mode of delivery: Block

Course learning and teaching methods

- Interactive presentation and discussion
- Group discussions and presentation
- Individual and group exercises
- Role play and case study

Assessment techniques:

- Continuous assessment & summative assessment
    - Assignments and presentations: 10%



- Tests and Quizzes: 20%
- Mid exam: 30%
- Final exam Presentations: 40%

Course content:

1. Introduction to Principles of Marketing

1.1. Marketing

- Introduction
- Definition
- Marketing Concept
- Marketing Versus selling
- Evolution/philosophies of Marketing
- Functions of Marketing
- Market Research
- Marketing strategies

2. Pharmaceutical Marketing

2.1. Introduction

2.2. Definition

2.3. Purposes

2.4. Pharmaceutical Marketing Environment

2.4.1.The internal Environment

- Patients and Customers
- Marketing Mixes (The Four Ps)
- Analysis of the Internal Environment

2.4.2. The external Environment

- The micro environment
- The Competitive Environment
- Porter's Five-Factor Analysis
- The macro environment (PESTLE)
  - Political Environment
  - Economic Environment
  - Social Environment
  - Technological Environment
  - Ethical Environment
  - Legal Environment
  - Environmental
  - Health care environment

2.5. Market situational analysis

- SWOT analysis
- PESTEL analysis

- Market feasibility study

2.6. Pharmaceutical marketing mix (4Ps)

2.6.1. Product

- New Product Strategy
- Product Positioning Strategy
- Product Repositioning Strategy
- Product Elimination Strategy
- Diversification Strategy
- Product Life Cycle

2.6.2. Price

- Elements of price
- Determinants of pricing
- Pricing Approaches
- Pricing Decision
- Pharmaceutical financing

2.6.3. Place

- ✓ Overview of pharmaceutical distribution
- ✓ Distribution strategy
- ✓ Challenges of managing place
- ✓ Place Factors
- ✓ Key distribution channel decisions

2.6.4. Promotion

- Introduction to promotion
  - Objectives
  - Environmental Factors
  - Characteristics of pharmaceutical promotion
  - Targets of Promotion
- Promotional appeals
- Sources of promotional information
- Promotional mix
  - Personal selling
  - Advertising
  - Public relation
  - Sales promotion
  - Interne

- Life cycle consideration
- Promotional Planning
- Promotional budget

3. Effective Pharmaceutical marketing communication

3.1. Introduction to effective communication

3.2. Communication channels

3.3. Factors affecting effective communication

3.4. Pharmaceutical marketing Communication process

3.5. Integration of marketing communication with the marketing mix

Digital: Media, Pharmaceutical Marketing opportunities and Challenges

4. Ethical pharmaceutical marketing and promotion practice

4.1. Overview of ethical pharmaceutical marketing

- Ethics in pharmaceutical marketing
- Current ethical challenges in pharmaceutical marketing

4.2. **Applying** compassionate, respectful and caring (CRC) approach to the pharmaceutical service

4.3. International and national guidelines on ethical pharmaceutical marketing

- Ethiopian Pharmaceutical promotion guideline
- Code of ethics for pharmacists practicing in Ethiopia
- WHO pharmaceutical promotion guide

References:

1. Mickey C. Smith, E. M. Mick Kolassa, Greg Perkins, Bruce Siecker (Eds). Pharmaceutical Marketing: Principles, Environment and Practice. Informa Healthcare, New York, 2002.
2. Mickey C. Smith. Pharmaceutical Marketing: Strategy and Cases 1st Edition. CRC Press, 1991.
3. Lidstone J. Marketing Planning for the Pharmaceutical Industry 2nd Edition. Routledge publisher 1999.
4. Dimitri sDogramatzis. Pharmaceutical Marketing: A Practical Guide. Taylor and Francis, Boca Raton, 2002.
5. Philip Kotler, Joel Shalowitz, Robert J. Stevens. Strategic Marketing for Health Care Organizations: Building a Customer-Driven Health System. Jossey-Bass, San Francisco, 2008.
6. Remington's Pharmaceutical Science, 21st ed., Lippincott Williams & Wilkins, Pennsylvania, 2006.